



The Hayride/JMCEL’s “Pulse of Louisiana” Poll

Dardenne over Nungesser 26-24% (49% undecided)

Dardenne over Nungesser 30-30% (40% undecided – leaners included)

Tucker over Schedler 20-19% (61% undecided)

POLLING METHODOLOGY

To ensure that polls we conduct for your campaign are the most accurate and relevant, it’s important to first discuss the types of possible voter populations we use to conduct our polls:

- ✓ **Registered Voters** – Randomly picking voters from the voter lists and calling them. While this is the least labor intensive, this is also, in our opinion, the least useful – in the 2008 Presidential election, for example, 33% of registered voters in Louisiana did not vote. It doesn’t make sense to include these voters in any poll sample!
- ✓ **Likely Voters** – Using predetermined criteria to filter out “unlikely” voters. This criteria is subjective, but in general, those who have never voted or those who, in the pollster’s judgment, are highly unlikely to vote, would not be included in a “likely voter” sample.
- ✓ **Chronic Voters** – Using predetermined criteria to filter out “unlikely” and occasional voters. This criteria is even more subjective than the “likely voter” criteria, but in general, those who have not demonstrated a level of consistency in voting would not be included in a “chronic voter” sample.

Our philosophy about which population to use depends on the election, but we are generally comfortable with a “likely voter” model (as opposed to a “registered voter” model) for most elections. Since turnout is expected to be lower this year than in previous statewide elections, we sampled those voters who, according to their prior voting history, were in the top 50th percentile in terms of likelihood to vote. For this poll, we chose a sample of 20,325 likely Louisiana households for an automated poll, and 902 responded to one or more of three poll questions.

The survey was conducted September 29-October 1. The margin of error, with a 95% confidence interval, was 3.2%. The racial breakdown of the electorate was 71-26% white – a breakdown which closely approximates the population of likely voters as well as the electorate in the 2010 Senate race. The party registration breakdown of the respondents was 56-31% Democratic - the remaining 13% are not affiliated with a major party. The geographic breakdown of the respondents was as follows: 18% from the Baton Rouge area, 29% from the New Orleans area, 27% from Bayou/Acadiana, and 26% from North/Central Louisiana (*The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis*).

POLL RESULTS

Question 1: If the election for lieutenant governor were held today, would you vote for Jay Dardenne or Billy Nungesser?

Dardenne **26%**
Nungesser **24%**
Undecided **49%**

Question 2: Since you are undecided, are you leaning towards Jay Dardenne or Billy Nungesser?

Dardenne **30%**
Nungesser **30%**
Undecided **40%**

Question 1: If the election for secretary of state were held today, would you vote for Tom Schedler or Jim Tucker?

Tucker **20%**
Schedler **19%**
Undecided **61%**

CROSSTABS

Question 1 – Dardenne v. Nungesser

By Race			
Description	White	Black	Other
Dardenne	30%	16%	29%
Nungesser	27%	18%	21%
Undecided	43%	66%	50%

By Party Registration			
Description	Democrat	Republican	Other
Dardenne	23%	35%	20%
Nungesser	21%	29%	30%
Undecided	57%	36%	50%

By Voter Likelihood		
Description	Likely	Chronic
Dardenne	18%	28%
Nungesser	30%	23%
Undecided	52%	49%

By Region (See Appendix A for Map)				
Description	Baton Rouge	Bayou/ Acadiana	New Orleans	North/ Central
Dardenne	45%	19%	27%	20%
Nungesser	20%	28%	30%	17%
Undecided	34%	53%	43%	63%

Comments:

- In a two Republican race, the black vote typically is up for grabs, and this election is no exception. Though Nungesser has a 2 point lead with this demographic, 66% are undecided;
- While Dardenne has a 23-21% lead with Democrats (28-22% among white Democrats) and a respectable lead among Republicans, Independents prefer Nungesser by 10 points (White Independents prefer Nungesser 34-19%);
- A lower turnout benefits Dardenne more, since he has more name recognition with "high information" voters as a result of his 5 year incumbency;
- When you look at the poll results from a regional perspective, you can see definite candidate preferences. To no one's surprise, the Baton Rouge area was and is Jay Dardenne's base, and he has a strong lead there. In fact, the percentage of undecideds is lowest in this part of the state;
- While Nungesser has a decent lead in the Bayou/Acadiana region (the Kershaw endorsement and publicity from the oil spill probably benefit Nungesser), over half of the voters are undecided;
- Metro New Orleans is split between the two candidates, because Dardenne's regional strength there is offset by the roots the Nungesser family has there;
- The area of the state least likely to be aligned with either candidate is North/Central Louisiana. While Dardenne has a 3 point lead there, nearly 2/3 of the voters are undecided.

Question 2 – Dardenne v. Nungesser (leaners)

By Race			
Description	White	Black	Other
Dardenne	34%	20%	38%
Nungesser	32%	24%	25%
Undecided	34%	56%	38%

By Party Registration			
Description	Democrat	Republican	Other
Dardenne	26%	40%	23%
Nungesser	26%	34%	38%
Undecided	47%	26%	39%

By Voter Likelihood		
Description	Likely	Chronic
Dardenne	22%	32%
Nungesser	37%	28%
Undecided	41%	39%

By Region (See Appendix A for Map)				
Description	Baton Rouge	Bayou/Acadiana	New Orleans	North/Central
Dardenne	50%	24%	29%	25%
Nungesser	24%	35%	36%	23%
Undecided	26%	42%	34%	53%

Comments:

- If undecideds are asked to state who they are leaning towards, Dardenne’s performance spikes (from 29-21% to 38-25%) with those in the “other” racial category;
- If you analyze the leaners through a partisan prism, Dardenne maintains his 6 point lead with Republicans, but Nungesser’s 30-20% lead with Independents increases to 38-23% (41-21% with white Independents);
- Similarly, Nungesser’s lead with those moderately likely to vote (the ones we refer to as “likely”) increases from 30-18% to 37-22%;
- From a geographic standpoint, undecided voters split nearly evenly between the candidates when asked who they are leaning towards, with one exception: Nungesser’s 30-27% lead in Metro New Orleans expands to 36-29%.

Question 3 – Schedler v Tucker

By Race			
Description	White	Black	Other
Schedler	21%	11%	29%
Tucker	20%	19%	24%
Undecided	59%	70%	47%

By Party Registration			
Description	Democrat	Republican	Other
Schedler	17%	24%	16%
Tucker	19%	22%	17%
Undecided	64%	55%	67%

By Voter Likelihood		
Description	Likely	Chronic
Schedler	18%	19%
Tucker	15%	21%
Undecided	67%	60%

By Region (See Appendix A for Map)				
Description	Baton Rouge	Bayou/ Acadiana	New Orleans	North/ Central
Schedler	21%	13%	26%	16%
Tucker	21%	18%	16%	25%
Undecided	58%	70%	58%	59%

Comments:

- This is a race where virtually every group is over 50% undecided, so there is still a lot of potential for movement before Election Day. It is worth noticing that Metro New Orleans is the only region of the state where Schedler currently has a lead;
- The Baton Rouge area is the one part of the state where a Dardenne endorsement of Schedler (who once worked for Dardenne at the Secretary of State’s office) could help, since voters are evenly split between the candidates in that area.

Appendix A: Regions of Louisiana



NC = North/Central Louisiana, BAY – Bayou/Acadiana, BR = Baton Rouge, NO = New Orleans